MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BMR3164 – BRAND MANAGEMENT

(All sections / Groups)

29th FEBRUARY 2020
2:30 p.m. – 4:30 pm.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of TWO pages with SIX Questions only.

2. Attempt **ALL QUESTIONS in SECTION A and ONE QUESTION in SECTION B.** Distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

SECTION A. Attempt ALL questions in this section

QUESTION 1

a. Give the definition of brand as per American Marketing Association (AMA) and Keller (the text book author that you are using for this subject).

(10 Marks)

b. How does these two definitions differ?

(5 Marks)

c. Briefly explain why the concept of consumer-based brand equity (CBBE) is important in marketing.

(5 Marks)

(TOTAL 20 MARKS)

QUESTION 2

a. Using the concept of brand association, briefly explain the term "*brand meaning*".

(10 Marks)

b. Using an example of your choice, draw an illustration of brand association.

(10 Marks)

(TOTAL 20 MARKS)

QUESTION 3

a. Using relevant example, define and discuss the concept of Point of parity (POP) and point of difference (POD).

(10 Marks)

b. Briefly discuss how the concepts of POP and POD can used in brand positioning activities.

(10 Marks)

(TOTAL 20 MARKS)

Continued...

QUESTION 4

The company that you work with has just introduced a new product. Instead of designing a stand-alone brand, the marketing manager decided to have a secondary association for the brand.

a. What is secondary brand association?

(5 Marks)

b. Using appropriate example(s), briefly discuss how leverage works in secondary brand association concept.

(20 Marks)
(TOTAL 25 MARKS)

SECTION B. Attempt ONE question in this section

QUESTION 5

In brand management, it was stated that **"value does not only reside in the object of but consumption value also lies in the experience of consumption."**

a. Briefly explain the statement above.

(5 Marks)

b. Define ***Experiential Marketing*** and briefly discuss **three ways** in which experience marketing could be managed.

(10 Marks)

(TOTAL 15 MARKS)

QUESTION 6

Successful brand portfolio management principles require the management of Flankers, Cash-cow and an amalgam of brands that ranges from Low-end brands to High-end prestigious brand.

a. List and briefly explain two objectives that relate to the statement above.

(5 Marks)

b. Using an appropriate example discuss how a flanker could be used in brand management.

(10 Marks)

End of Page